

Design Guidelines: Waterford Heritage Overlay District

Prepared By
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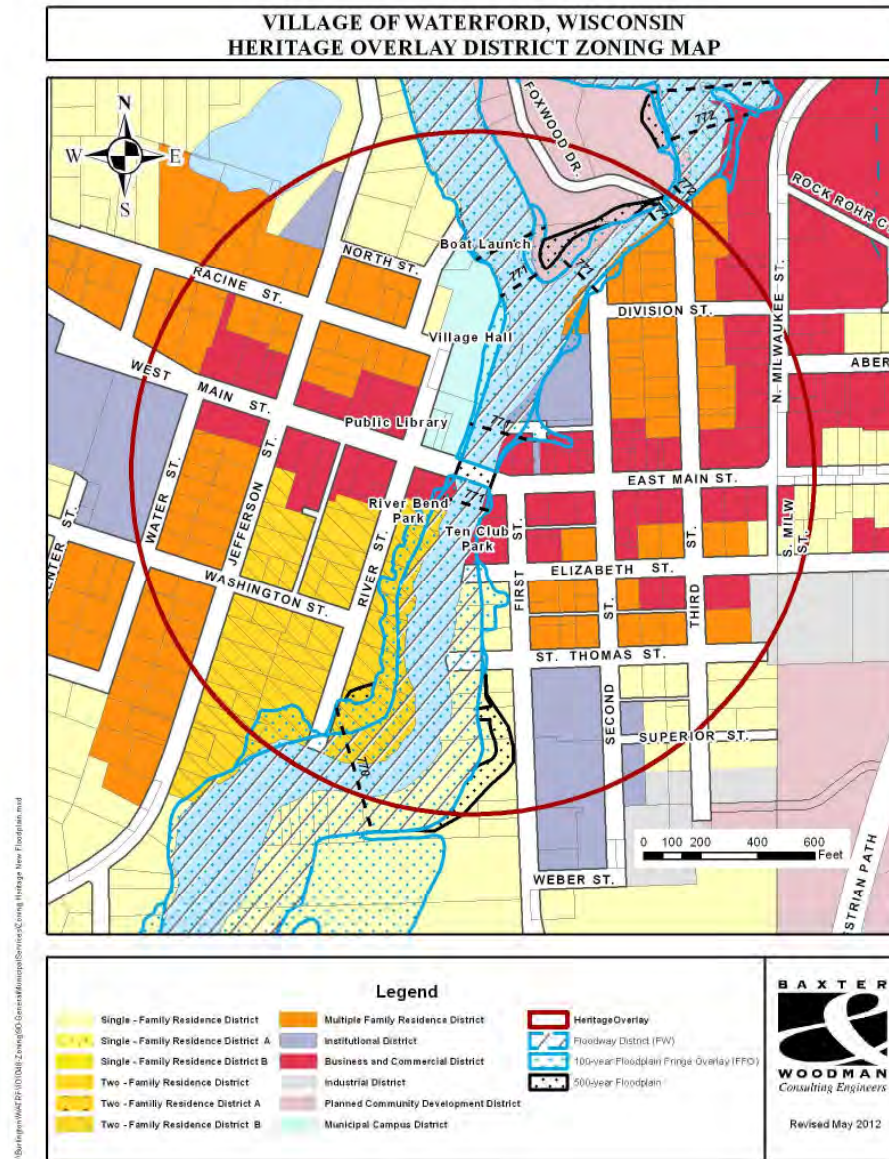
Modified By
Village of Waterford and
Absolutely Waterford
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Introduction

Waterford, Wisconsin Heritage District Boundary Map



Guidelines cover all **non-residentially zoned properties** within the Heritage District.

Intent

Downtown Waterford is a unique and valuable resource to this community and the State of Wisconsin. It has a special character which needs careful attention and upkeep in order to address the “Triple Bottom Line”: Equity, Environment, and Economy. By balancing these concepts, Waterford will prove to be a sustainable community long into the foreseeable future.

These guidelines articulate what design objectives are expected as both new development and redevelopment occur in Waterford’s Heritage District. This document intends to provide guidance to the village, developers, designers, and citizens in the preparation, review, and approval of plans.

The Waterford Heritage District Design Guidelines were developed to improve and protect the appearance, value, and function of District properties by providing a welcoming atmosphere for area residents and visitors. The guidelines are intended to allow for creativity and variety within a framework of basic design parameters that reinforce the best attributes of our historic district. The Village desires buildings that will enhance the District’s appeal and urban character and improve the relationship between the historic commercial area and the Fox River. The Village recognizes the need to be flexible when applying these guidelines to unique and/or historic sites. The Village seeks a genuinely collaborative design process that rewards creativity and quality with opportunities to expedite the approval process.

1998 Master Plan Revisited

In 2008 PDI drafted an update to Waterford’s 1998 master plan. Recommendations in that document are not meant to be contradicted or overwritten by the design guidelines you hold in your hands. To the contrary, the principles expressed by PDI’s Master Plan are in keeping with what we are here describing as a “welcoming and appealing atmosphere for residents and visitors alike.” This document endorses the following actions recommended in PDI’s vision for public realm improvements:

- Providing ornamental trees and landscape planters at regular intervals
- Installing bike lanes and street improvements
- Installing decorative lighting
- Enhancing crosswalks with decorative paving (articulating pedestrian zones)
- Installing bump-outs as a traffic calming/pedestrian safety measure
- Providing landscaping elements which slow traffic flows and improve the pedestrian experience
- Incorporating a “gateway” to downtown
- Installing decorative paving

Moving forward from the combined vision of PDI and CDS documents, the Village of Waterford will need to address the following:

- The types of streetscaping elements to be installed e.g. benches, trash receptacles, bike racks, planters, light fixtures, etc.
- The type(s) of sidewalk/crosswalk treatments to be applied e.g. stamped concrete, brick pavers, stone pavers, etc.
- Locations and frequencies of elements i.e. at intersections, mid-block, distances separating them, whether they are placed along a stretch of Main St. or its entirety, or are extended to cross-streets as well.

History

Levi Barnes and Samuel Chapman established the area that would later become the Village of Waterford on January 1, 1836, when they obtained waterpower rights on the Fox River.

A dam and, subsequently, a saw mill and flour mill were built, creating the nucleus of Waterford. The Village developed as a result of the milling activities and got its name, "Waterford" because of its location at the shallow area of the Fox River where horse-drawn covered wagons could cross. Early workers' families and other settlers soon followed and in a short time a thriving village had grown up on the banks of the Fox. Waterford, originally a part of the Town of Rochester, was separated from it in 1847. The Village incorporated in 1906 and elected its first Village President, William Shenkenberg, on February 20 of that year.

In 1898, a fire flared up in the basement of Louis Noll's general store on the site where the Ten Club Park band shell now stands. Most of the buildings on the south side of Main Street were destroyed.

In 1923, Waterford located in the Fox River Valley and the center of a rich farming community was one of the garden spots of the world as well as the largest and most prosperous village in western Racine County. The population was about seven hundred. The schools, churches and shops of Waterford were unequaled in any Village its size in Racine County. It served as the center for education, religion and commerce for hundreds of farmers and their families. Lumber, agriculture and masonry stimulated the economy. From the 1920's to the 1990's Waterford's population grew to approximately 3,000.



Looking east at the fire of 1898



BG Foat Men's Furnishings now, the Chamber office

In the late 1990's the Village experienced pressure to expand from the urban areas to its north, east and south. Land was annexed from the Town of Waterford to facilitate construction of new residential single family homes and condominium development. In 1998 the Village developed its first Master Plan.



Fox River Hotel

In 2000, the Village annexed land from the Town of Waterford to create a 79-acre industrial park, anchored by the Runzheimer International headquarters building, which opened in the fall of 2001 at the intersection of highways 36 and 164. The park is located in the Village's second Tax Incremental Financing District. In 2005 the 79-acre industrial park was connected via the Tax Incremental District along STH 36 to the Trail View Development, providing vacant commercial land for future development, a senior assisted living facility and condominiums.



Main & 2nd St. looking north

Shortly after this development was created, the Village's Plan Commission developed Planning Priorities to guide future development within the existing Village limits and provide criteria for evaluating proposals for annexations. During this time, the Village also updated a park and open space plan, including public spaces, such as Whitford Park, Village Hall Park, Huening Park, River Bend Park, school playground and green space areas, and private parks located within individual subdivisions.

In June of 2008, in order to meet Smart Growth requirements, the Village completed an update to their Master Plan and incorporated the planning document within the Racine County Multi-jurisdictional Comprehensive Plan. Also completed that year was the first Safe Routes to School Grant, which identifies the need for safe routes within the Village and along STH 83/20.



Having updated the comprehensive planning documents, the Plan Commission and Village Board began a series of studies targeted at the section of Main Street located approximately between Milwaukee Avenue and Water Street within the Heritage District. The first study was completed by the Clue Group in conjunction with Racine County Economic Development Corporation (RCEDC). Clue provided an analysis with specific tasks and with concepts on how Waterford can fill a retail/office gap on Main Street.



The Electric Rail Line on East Main,
This is a bike path today.

The Village also participated in the First Impressions Program provided by the UW Extension. The program required a group from Waterford to visit the comparable Village of Kewaskum, and to rate the community with criteria that will provided Kewaskum with Waterford's first impression. Kewaskum did in turn do the same for Waterford.

Lastly, the Ad Hoc Design Guideline Committee was formed to develop and provide recommendations on design criteria for the structures located along Main Street. The Committee was also requested to provide recommendations on implementing the guidelines and providing streetscape suggestions for the reconstruction of STH 83/20, a project with a likelihood of occurring in the next ten years.

In the 20th century, Waterford has grown into a community of over 4,800 inhabitants, which offers shopping, industry and recreational opportunities. The Village is currently the home to both the Waterford Graded School District and Waterford Union High School. The Waterford Graded School District added two new elementary schools in 2002 and 2003, giving it a total of three public elementary schools and a middle school. The High School completed a new addition and renovation project and now accommodates 1,200 students. The Village is also home to St. Peter's Lutheran Church and Grade School, St. Thomas Aquinas Parish and School, and Community Methodist Church.

As it has been for more than 175 years, Waterford is truly, "a great place to come home to."



Main & 1st looking east



Main & 2nd St. looking south

Frequently Asked Questions

Why has the Village adopted these guidelines?

Downtown revitalization is identified as an economic development objective in the Waterford Comprehensive Plan, and design guidelines are specifically recommended as one of the implementation tools to enhance the Heritage Overlay District as the center of government services, business, and tourism.

I own an existing building in the Heritage District. - Will I be expected to change my building to meet these guidelines?

No. Changes are not required unless or until you apply for a permit to modify or add a feature covered by these guidelines; at that point you will be required to follow the guidelines addressing that feature. Typical examples of changes to existing buildings that require a permit and must follow these guidelines include any exterior modifications such as new siding, awnings, signs, painting, and exterior lighting. It is not the intent of these guidelines to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

Some of the guidelines use words like “shall” or “prohibited”, others use words like “should” or “encouraged”. What is the difference?

Guidelines with “shall” and “prohibited” are requirements that must be met. These critical words are highlighted. All other guidelines are suggestions that the Village would like applicants to consider, sometimes strongly consider. Applicants that do not believe they can or should follow a required guideline must get approval from the Board of Appeals for a variance.

I believe some of these guidelines are impossible to fulfill on my site - can I get a variance?

As described above, a variance is needed only when applicants request an exception to a required guideline. Variances are granted by the Board of Appeals on a case-by-case basis and are decided based on the applicant’s ability to demonstrate one or more of the following conditions: A) the required design feature cannot be added to the site B) the requirement would create undue hardship for the applicant as compared to other properties in the district C) the intent of the guideline can be successfully met with an alternative design

I don’t own my building. How do these guidelines relate to me?

Changes to buildings shall be in keeping with these design guidelines; renters are encouraged to discuss these guidelines with their building’s owner(s) as to compliance and funding options. *All business owners are subject to these guidelines, including those for signage.* As a business owner or resident in the District, the attractiveness of the neighborhood affects the success of your business and the overall quality of life.

What can I do to participate?

Compliance with these guidelines is mandatory for new construction or changes to existing structures, site modifications, and signage. Building owners and tenants are nonetheless encouraged to adopt and implement the practices described in this document as a way of improving Waterford’s Heritage District.

If I wish to build a new building in the Heritage District, what do I have to do?

Make early and regular contact with village officials, familiarize yourself with the zoning regulations of your site, and embrace the concepts in this design document. Together we are striving for a lively, cohesive downtown!

If I wish to renovate my building in the Heritage District, is there outside assistance available?

Yes, Absolutely Waterford can readily obtain building façade design assistance from the Wisconsin Main Street program in the Department of Economic Development. In addition, Absolutely Waterford has other information available regarding currently available preservation and renovation resources.

Heritage District Design Guidelines



North East Main Street



North West Main Street



South East Main Street



South West Main Street

Building Facades

Section 1: Segmentation of Building Facades

The traditional facade is composed of distinct upper facade and lower storefront, a cornice at the building's top, and an expression line separating the upper facade from the storefront. This segmentation of the building breaks up each facade, provides continuity between adjacent buildings, indicates its different function, and gives the building a visual bottom, middle, and top.

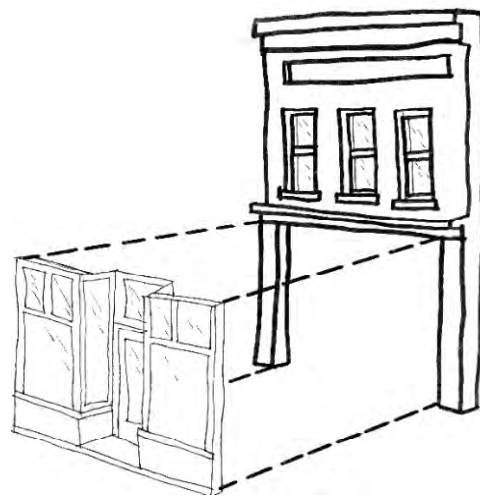
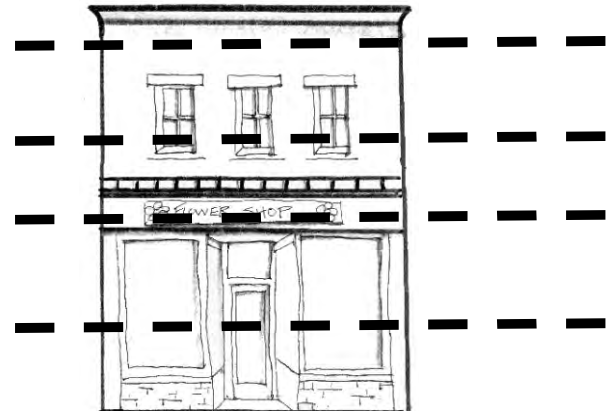
- All buildings shall have a storefront with windows, as it provides maximum transparency and attracts and appeals to sidewalk traffic.
- The upper-facades of buildings shall maintain a residential feel which contrasts with that of the storefront.
- Cornices shall be present on all two story buildings. In keeping with classical proportions, cornices are typically 1/12th— 1/14th the total height of the building.
- An expression line is used to maintain a visual break between the upper- and lower-facade.
- The expression line in the District may also be created through the use of awnings.

Cornice

Upper-Facade

Expression Line

Storefront



Storefront

Section 2: Facade Elements

Traditional building methods give a downtown an intimate feel as it brings the building scale to the human scale. For this reason new buildings in the District shall employ elements from traditional detailing whenever possible.

- Distinguishing the upper facade from the storefront, framing the windows and doors, and adding additional ornamentation makes the District more visually stimulating.
- Facade detailing breaks up the overall mass of the building.
- The presence of these elements acts to distinguish parts of the facade.
- Windows shall be vertical in proportion to and be related in location to the vertical elements in the storefront.
- The main entry should be recessed into the storefront.



Example: Storefront window is inviting to people on the sidewalk

Cornice

Masonry Pier

Lintel

Sill

Expression Line

Transom

Display Window

Bulkhead



New Infill Construction

Section 1: Pattern & Rhythm

The rhythm of downtown buildings is important in creating a visually appealing environment. This involves the logical and sequential organization of building elements and the spaces between them.

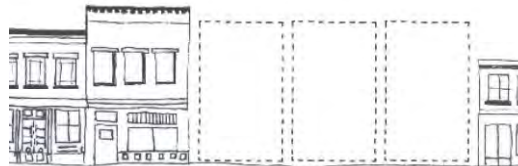
- The rhythm of facades along the street shall be maintained.
- An infill building shall reflect the characteristic rhythms of facades along the street.
- If the site is large, the mass of the façade can be broken into a number of smaller bays to reflect rhythms of the surrounding buildings.



Example: Pattern and rhythm are carried throughout the District.



Example: The new facade fills the opening and has a vertical alignment.



Example: The horizontal facade is broken up into a series of vertical bays

Section 2: Building Proportion

New construction shall relate to the dominant proportions, size and scale of a historic District. Horizontal buildings are inappropriate. New buildings shall not visually overpower surrounding buildings.

- New buildings in the Heritage District shall establish vertical proportions for the street façade, and for the elements within that façade (windows, doors, structural expression, etc.).
- New construction shall incorporate massing, building shapes, and roof shapes that are consistent with the facade section of the guidelines and complimentary to those of surrounding buildings.
- Façade rehabilitation shall maintain a relatively consistent horizontal and vertical spacing of elements throughout the block, as noted in the facade section of the guidelines.
- Any building with a total width equal to or greater than its height shall utilize one or more of the following techniques to establish vertical proportions:
 - a) expression of structural bays,
 - b) variation in material,
 - c) variation in building plane,
 - d) articulation of the roofline or cornice,
 - e) use of vertically proportioned windows.



Acceptable



Not Acceptable



Acceptable



Not Acceptable

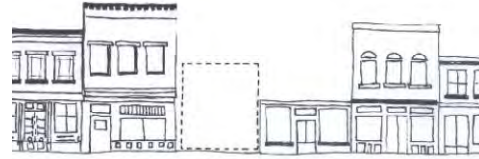
Section 3: Building Height & Width

Buildings should appear similar in scale to other buildings in the area to help maintain the coherent visual image of the District. While the actual heights of buildings are of concern, the perceived heights of buildings are equally important. One and two story buildings make up the primary architectural fabric of the District.

- New buildings shall be no more than two stories in height and shall provide a street facade no more than 35 feet in height and no less than 26 feet.
- Where new buildings will exceed the width of 40 feet, the facade shall be visually subdivided equally into major proportional bays of no less than 20 feet.
- New one story buildings are permitted if they are adjacent to an existing one story building, but wherever appropriate, two-story, mixed-use buildings are encouraged. The height shall be a minimum of 16 feet (1.5 stories), measured from the sidewalk to the lowest point of the roof or parapet wall.



Example: Maintain a two story height in the district



Acceptable



Acceptable



Not Acceptable



Not Acceptable

Section 4: Building Setbacks

The Main Street corridor becomes better defined as a unified place if it has identifiable edges. People feel more comfortable in well-defined spaces.

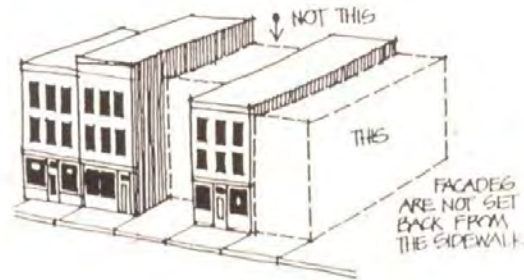
- New buildings are encouraged to abut the Main Street property line, however in instances with less than 7 feet of sidewalks setbacks larger than five feet are allowed if there is a functional purpose and the property continues to maintain a distinct street edge.
- Party walls are encouraged. If there is a side yard it must be at least six feet wide.
- Side yards must be concealed or beautified according to the open space guideline section



Side Yards



Example: Setbacks are nice places to include dining areas. Traditional Main Streets were designed with zero setbacks and wherever sidewalk widths allowed, eating and merchandise spilled out onto the sidewalk.

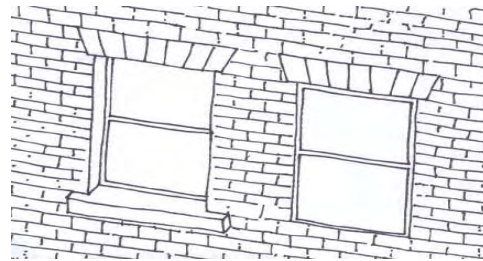


Setbacks (unless sidewalk is less than 7 feet)

Section 5: Window & Door Openings

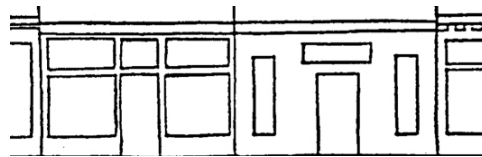
Windows and doors are integral elements in facade composition. Carrying a unified window proportion and rhythm throughout, the neighborhood demonstrates a clearly defined architectural composition as well as a more pleasant experience for the pedestrian on the street.

- Window openings should be spaced as to be complementary to the surrounding rhythm of the District facades.
- The openings above the first floor shall appear as “punched” openings within a solid wall, rather than as windows separated only by their frames or curtain wall as in the storefront. The wall must appear to be a load bearing element in the building.
- Upper windows must be vertically proportioned and be complementary to the desired rhythm of the District.
- The storefront shall maintain 80%-90% glass.
- Where windows are not appropriate for the intended use, such as theaters, halls, etc., faux windows shall be constructed to maintain the rhythm of the exterior facades and street wall.
- If an interior backdrop is used in a storefront, it shall be a minimum of two feet back allowing for use as a display window for products, murals, etc.
- Wood is strongly recommended for windows, doors and frames, however metal may be used as long as the original proportions of the opening are maintained.



Acceptable

Not Acceptable



Acceptable

Not Acceptable



Yes

No

No

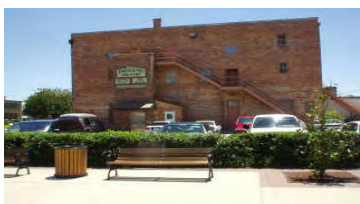
Yes

Yes

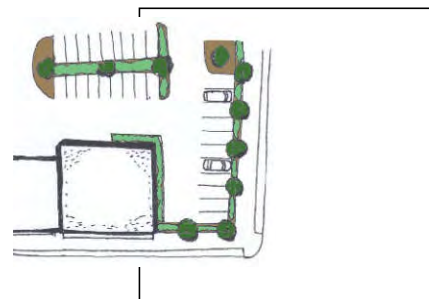
Section 6: On-Site Parking

Adequate parking should be provided without compromising the pedestrian experience of Main Street. Parking should mitigate the negative environmental impacts of vehicle traffic and impervious surfaces.

- If surface parking is required, rear and side-lot configurations must be used.
- On-site parking in front of any building in the District is not permitted.
- Shared parking and parking accessed between properties is encouraged.
- Parking should be provided at a rate no higher than that in the zoning code.
- Parking along side streets shall be screened by landscaping or a decorative barrier to a minimum height of 36".
- Large surface parking areas should be landscaped internally with trees and shrubs to visually reduce their scale. The Plan Commission will define whether a space is a large surface parking area on a case by case basis.
- Demolition of buildings solely to create more parking is strongly discouraged.

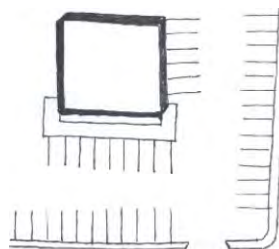


Example: Incorporate low hedges and street furniture to mask parking from the street



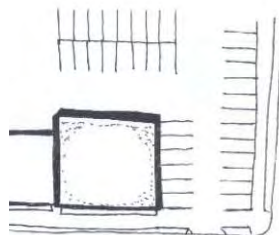
Acceptable

Allows for parking on the side and back of the building while screening parking from the street



Not Acceptable

Allows for parking in front of the building and providing no screening of parking from the side street



Not Acceptable

Provides no screening between parking and sidewalk.

General

Section 1: Paint Color

Maintaining a consistent color palette can create an identity for the District. The use of consistent base colors maintains coherence amongst buildings, while highlight or accent colors create interest.

- Color choice shall be limited to one base color and one or two accent colors.
- Base colors used in the District shall consist of “earthtones.” Earthtones are those colors derived from naturally occurring materials in the earth.
- Accent colors should highlight detailing elements to create interest, while not detracting from the character of the Heritage District.
- Selected colors should not contrast too strongly with those of adjacent buildings.
- Painting over brick, while not prohibited, is not recommended. Celebrating the natural beauty of materials is highly encouraged. If brick or stone is painted, do NOT use a waterproof paint.
- Selected base and accent colors are subject to the approval of the Plan Commission.
- Painted surfaces are required to be well maintained.

(See Glossary for Color Examples)



Example: Earthtones can unify a downtown, making it a more pleasurable experience for visitors.



Example: Accent colors can be used to make a facade look unique.

Section 2: Awnings

Awnings create interest, maintain the expression line, and denote a place of entry on a facade. Awnings lower the scale of outdoor spaces to that of the pedestrian. Awnings can also mitigate solar heat gain and glare on south facing facades that are washed with sunlight for most of the day.

- Awnings must maintain the expression line.
- Color choice should be in keeping with the character of the buildings and is subject to the approval of the Plan Commission.
- Awnings must be constructed of natural looking materials such as canvas, over a metal frame; plastic, vinyl, or shingled mansard canopies are prohibited.
- Awnings must be closed-ended.
- Awnings should be slant-faced—with or without a valance.
- Barrel awnings over entrances are acceptable.
- Use of the awning valance or skirt for shop names and trades is encouraged.
- Awnings placed on corner lot buildings must wrap around the side of the building and continue past the furthest aperture.
- Awnings should only be as wide as the aperture/opening. Do not conceal columns, transoms, or other building elements.
- Awnings on retractable metal frames are encouraged.



Example: Awnings can act as a vertical buffer between the first and second floor



Example: Corner building wrap-around

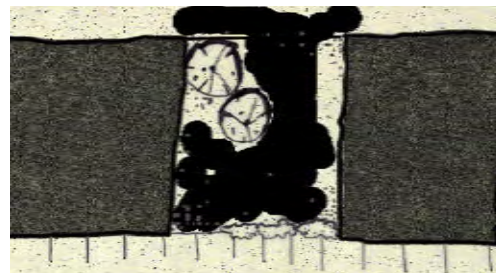
Section 3: Open Space

If large exterior gaps between buildings or vacant lots emerge, they should be creatively transformed into amenities. Often, such residual spaces are designed as pocket parks or linear plazas.

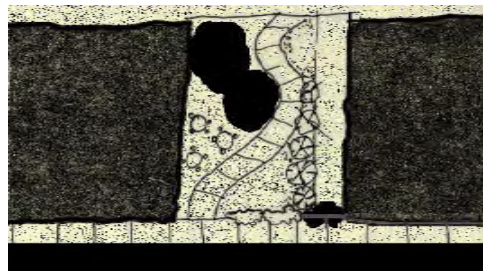
- Open spaces must be kept up. They must be significantly landscaped to maintain the street edge, to provide a seamless downtown district.
- Open space is defined as any gap between structures greater than six feet in width, which is also parallel to the main street or a vacant lot.
- If an open space between structures is shared on multiple lots, all owners are responsible for the beautification and upkeep of the space.
- To ensure consistent maintenance, utilize local volunteer gardeners if available.
- Open spaces less than six feet are prohibited
- Vacant lots scheduled for development have one year from the date of purchase or demolition of existing site conditions to begin construction. After one year, the lot, at a minimum, must be landscaped to maintain the street edge so as not to become an eyesore.



Example: Side yards can become functional outdoor spaces.



Example: If more than a year passes, lot must be landscaped and the street edge maintained



Example: Landscaping a patio space and vacant lots upkeep

Section 4: Visual Clutter

Objects that are not essential to the functioning of the facade as a barrier to the elements (e.g. windows, lintels, sills, doors, etc.), or not specifically intended to beautify the building (cornices or other decorative elements) distract from the overall image of the building and streetscape.

- Utility boxes and meters should be screened or masked with fencing or landscaping if viewable from the sidewalk or street.
- Satellite dishes, window-mounted air conditioning/heating units, and cables running along the building facade should be positioned in a way to not distract from facade composition.
- Banners, posters, merchandise, or other temporary means of advertisement are prohibited on the exterior of the business in the District unless covered by the business's conditional use permit (CUP).
- Dumpster enclosures and/or shared dumpster locations are encouraged.
- Wherever possible, the rear entrances of business should be made accessible as a secondary entrance.



Example: Fenced utilities



Example: Secondary entrance



Example: Dumpster enclosure

Section 5: Fencing & Walls

Fences and walls often act as barriers to conceal an unattractive space or to prevent people from occupying a space. They can also add texture and value to an area if chosen and installed correctly.

- The design of fences and walls shall be compatible with the architecture of the main building(s) and should use similar materials.
- All walls or fences 50 feet in length or longer, and four feet in height or taller, shall be designed to minimize visual monotony by using significant landscape massing.
- Chain link and barbed wire fencing is prohibited.



Examples: Fencing and walls can be beautiful and add to the texture of the area



Signage

Section 1: General

A coherent application of labeling techniques and consistent sign dimensions, materials and placement will further establish an identity for the District. Regular placement in the expression line, along the edge of awnings, hanging, or in storefront windows is recommended.

- | | |
|--|---|
| <ul style="list-style-type: none">• No more than three types of signs are allowed on each building. Types permitted are: projecting, flush mounted, and monument. Projecting signs include wood, metal, and high-density foam. Flush mounted signs include plywood, metal, and individual channel letters.• Signs placed on the first story shall be located on the expression line, awning, or in the storefront windows.• Signs placed on the second story shall be hung perpendicular to the street frontage.• Signs on the building face must fit within the expression line. (See Building Facades for façade component discussion)• One square foot of signage is allowed for each lineal foot of building frontage, as defined by § 245-40A of the Village of Waterford ordinances.• Sandwich board signs do not count against square footage of signs allowed per business• Perpendicular signs can be a minimum of six (6) square feet and a maximum of twelve (12) square feet.• Signs hanging perpendicular to the street frontage are recommended to be | <ul style="list-style-type: none">constructed of material with an iron character and painted board.• External sign lighting shall be directed at the sign and fit the character of the building.• Up-lighting on signs is prohibited, unless it is meant to highlight a building element.• Moving signs, inclusive of moving message board signs, are prohibited.• Internally lit signs consisting of a light source contained behind or between translucent panels, or halo-lit, including internally lit monument signs are prohibited.• Reader board signs are discouraged for private businesses, except theaters, marquees, churches, gas stations, etc.• Neon signs are allowed with the following criteria: They must not be flashing; They must utilize no more than 2 or 3 colors. |
|--|---|

Section 2: Example Signs



Section 3: Reserved

Section 4: Monument Signs

Monument signs (or freestanding signs) are freestanding, low-profile signs where the sign width is mounted to the ground as a solid architectural element.

- If one building has multiple businesses located within it, only one monument sign may be allowed.
- The sign may not exceed 8' in total height above the ground (including an allowable base of up to 1' high).
- Signage shall not extend beyond the dimensions of 5' wide and 7' high. Signs may be non-rectangular in shape.
- In order to qualify for a monument sign the building on the property must be set back at least 20' from the right-of-way line.
- A 5' minimum setback from the property line is required.
- Multi-tenant buildings would also be allowed a sign on their building in accordance with the master signage plan ordinance already in effect in the ordinances.
- The monument sign may not be larger than 35 square feet.
- Any new pole signs are prohibited.



Example: Use of smaller signs for landscaping



Example: Place monument sign perpendicular to street



Example: Pole sign - Prohibited

Section 5: Sandwich Board Signs

Sandwich boards are generally intended as a semi-permanent means of advertising; they are set out when a shop opens and brought in when the shop closes for the evening. Signs are constructed of two flat pieces of material and are hinged at the top, and connected at the bottom to prevent splaying and ensure that they are self-supporting. These signs can serve as an attractive means of advertising

- Boards should not be larger than 2'x 3' in surface area and should not stand higher than 4' off of the sidewalk.
- Sandwich boards should not be made of reflective or otherwise eye-catching materials or be painted in colors commonly used for construction or traffic signs (i.e. oranges, yellows, reds), which could distract motorists and cyclists.
- Fittings and treatments should not project into a pedestrian's path of travel where they might catch clothing or trip, or in other ways, harm passing individuals.
- Sandwich boards should be weighted so as to discourage theft and resist being blown over. Weights must be incorporated into the sign or hidden from view.
- Boards should be placed no further than 1' from the wall of their business.
- Sandwich boards should not be lit.
- Sandwich boards are limited to one per business.
- All sandwich boards shall be of a custom design reflective of the character of the business. They should not be off-the-shelf or homemade signs.
- Sandwich boards may have a black or white board, but that portion may only be up to 75% of the sign area. The other portion must be of a custom design."

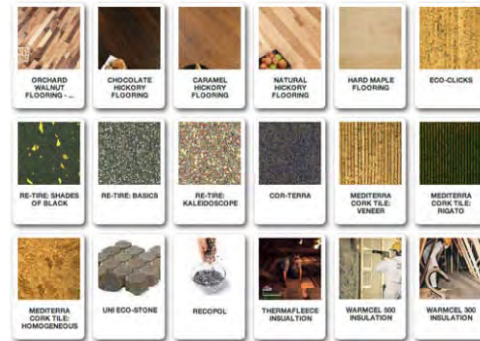


Sustainability

Intent

The Waterford Heritage District is a permanent place with buildings intended to exist and function for many generations. Conserving energy, encouraging recycling and a healthy, active lifestyle will help assure the vitality of the community.

- Third-party rating systems (e.g. Energy Star, LEED, etc.) help to verify that our built environments are performing as we intended, and not adversely affecting individuals, the community, or the environment. These kinds of ratings are highly encouraged and can add much needed marketing value to properties by confirming high quality materials and innovative technologies.
- Buildings and their surrounding amenities should support alternative transportation modes that include walking and biking as well as conventional methods of transit like automobiles and public transport.
- Landscape features are recommended for a number of reasons; in addition to beautifying our surroundings, plantings provide needed habitat for local fauna, and permeable surfaces cut down on storm run-off by keeping water shed from roofs and pavement on the site, rather than overloading sewers.
- Reuse of structures is highly recommended as a way to cut down on infrastructure costs. Developing formerly inhabited lots provides opportunities for remediation on polluted or otherwise ecologically unbalanced sites—known as grey- or brown-fields.



Example: Using green building materials is better for the occupants and the environment.



Example: Bike racks can reduce the amount of vehicular traffic and free up parking stalls.

Energy Conservation

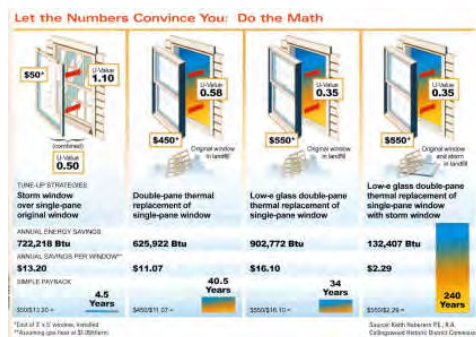
One of the most common myths is that older and historic buildings are not efficient. The truth is, most Main Street-style buildings built generations ago were built with many of the aspects considered sustainable or green today. Things such as operable upper windows for natural ventilation, large expanses of glass area for natural lighting and solar heat gain, common party walls with neighboring buildings to reduce the percentage of walls exposed to the elements, re-

tractable awnings to control the sunlight, masonry walls to absorb the heat of the sun during the day and disperse it through the building at night, and high ceilings to allow air circulation.

Furthermore, most older historic buildings were built soundly, with quality materials, meaning elements didn't need to be replaced every 10-20 years. They could be repaired and reused as needed. Wood windows are a perfect example. Typically made of wood, which is a relatively easy and inexpensive material to repair, they can be made to be as energy efficient as any new window available today. Simply recaulking, reglazing, and adding a storm window can help to achieve such energy efficiency, often for far less cost than replacement.

Also, existing buildings are already served by utilities (gas, electrical, sewer, water), so there is not a need to extend such services to them, which saves a lot of money. And every building that is reused is perhaps one less building being building in outlying areas, thus reducing sprawl.

were to demolish one simple, 25 foot wide, two-story high Main Street style building, it would negate the environmental benefits of recycling 1,344,000 aluminum cans. And that is only the impact on the landfill. It doesn't take into account the impact on natural resources (materials, manufacturing, shipping, etc.) required to rebuild what is already there.



Effects of Demolition

Historic preservation is also sustainable because it reuses buildings and materials already in place, eliminating the need for demolition and adding to existing landfills, as well as preventing natural resources to be used to produce new products.

The effect of demolition on the environment and on natural resources is substantial. If a person

Resources

Preservation Briefs (valuable how-to manuals on dozens of building restoration topics)
<http://www.nps.gov/tps/how-to-preserve/briefs.htm>

Preservation Tech Notes (how-to case studies of dozens of restoration projects)
<http://www.nps.gov/tps/how-to-preserve/tech-notes.htm>

Secretary of Interior Standards for Rehabilitation (illustrated guidelines)
<http://www.nps.gov/tps/standards/rehabilitation/rehab/index.htm>

ADA Compliance Checklist (step-by-step checklist for making a building accessible)
<http://www.ada.gov/racheck.pdf>

ADA Guide for Small Businesses (what small businesses need to know about accessibility)
<http://www.ada.gov/smbusgd.pdf>

Secretary of Interior Sustainability Standards (sustainability in regards to preservation)
<http://www.nps.gov/tps/standards/rehabilitation/sustainability-guidelines.pdf>

National Trust for Historic Preservation –Sustainability Resources Page
<http://www.preservationnation.org/issues/sustainability/>

Wisconsin Historical Society (info on funding, tax credits, national register, etc.)
<http://www.wisconsinhistory.org/hp/>

Old House Journal – Restoration Products Directory
http://www.oldhousejournal.com/restoration_directory/rd_home.shtml

Glossary

Amenity: Aesthetic or other features of a development that increases its marketability or usability to the public.

Architectural Features: Prominent or significant parts or elements of a building or structure.

Architectural Style: The characteristic form and detail of buildings from a particular historical period or school of architecture, e.g. The Bauhaus School, The Post Modern School, the Neo-traditional school, etc.

Aperture: an opening, hole or gap, such as a window or doorway

Articulation: The manner in which portions of a building form are expressed (materials, color, texture, pattern, modulation, etc.) and come together to define the structure.

Canopy: A removable fabric or plastic covering over a public walkway or sidewalk.

Compatibility: The size and character of a building element relative to other elements around it. For example, the size and proportion of windows in a building façade are usually related to one another, the spaces between them, and the scale of surrounding buildings.

Context: The characteristics of the buildings, streetscape, and landscape that supports or surrounds a given building, site, or area such as predominance of period architecture or materials, wide sidewalks, or continuous and overhead weather protection, or consistent street trees.

Cornice: A molded and projecting horizontal feature that crowns a façade.

Design Principles: A guiding concept as part of the overall project design development that reflects desirable characteristics of the urban environment, or responds to specific site/vicinity opportunities or constraints.

Earth Tones: Any color that comes from the soil or earth. These range from neutral to deep brown and include; sienna, umbers, ochres, browns, and brownish-reds.

EFIS: A generic product name standing for Expanded Foam Insulating System, which consists of an acrylic finish applied to a foam base anchored to a building façade. Brand names include Dry-vit.

Expression Line: (also string course or horizontal course). A projecting horizontal band on the exterior of a building marking the separation between floors or levels.

Façade: Any vertical, exterior face or wall of a building, usually the front, often distinguished from other faces by architectural details.

Lintel: A horizontal beam over an opening in a wall, either structural or decorative, such as often seen capping window openings.

Massing: The three dimensional bulk of a structure: height, width, and depth.

Open Space: Land and/or water area with its surface open to the sky and predominantly undeveloped, which is set aside to serve the purposes of providing active or passive recreational opportunities, conserving valuable natural resources, and structuring urban development and form.

Parapet: A low, protective wall or railing along the edge of a roof, balcony, or similar structure.

Pedestrian Orientation: The characteristics of an area where the location and access to buildings, types of uses permitted on the street level and storefront design are based on the needs of people on foot.

Proportion: The balanced relationship of parts of a building, landscape, and structures to each other and to the whole.

Proportional Bay: Discernible, dimensioned sections of a building that repeat in adjacent buildings or across the facade of a single building e.g. the repeated 20' distance from firewall to firewall of adjoining rowhouses or a vertical break placed every 15' on a long facade.

Rhythm: Refers to the regular or harmonious recurrence of lines, shapes, forms or colors that make up the concept of repetition as a device to organize forms and spaces in architecture.

Scale: The spatial relationship among structures along a street or block front, i.e., height, bulk, yard; and, the proportional relationship of the size of parts to one another and to the human figure

Scale, Human:

A building's structural or architectural components of size and proportion that relate to the human form and/or the human functions contained within.

Setback: The required or actual placement of a building a specified distance away from a road, property line, or other structure.

Sign: The name or logo of a business or other entity and/or that business or entity's advertising.

Site Plan:

A detailed plan showing the proposed placement of structures, parking areas, open space, landscaping, and other development features, on a parcel of land.

Street Edge: Spaces running parallel to the direction of vehicular travel that form a boundary, including curbs, sidewalks, and building facades.

Storefront: The front, first story windows of a business

Streetscape: The visual character of a street as determined by elements such as structures, access, greenery, open space, view, etc. The scene as may be observed along a public street composed of natural and man-made components, including buildings, paving, planting, street hardware, and miscellaneous structures.

Stucco: A durable finish for exterior walls, usually composed of cement, sand, and lime, and applied while wet.

Transparency: A street level measure of the amount of visual contact between a building's interior and exterior.

Valance, Awning: The "skirt" portion of an awning that hangs vertically from the horizontal or angled portions.

Paint Selection

The **base color** palette selected for the Heritage Overlay District is “earthtones.” Earthtones are those colors derived from naturally occurring materials in the earth, literally those colors that come from the soil or earth. These range from neutral to deep brown and include: sienna, umbers, ochre, browns, and brownish-reds.

All shades and tints of earthtones are acceptable. “Shading” is the process of adding black to a color to darken; “tinting” is the process of adding white to a color to lighten.



The following is a representative sample of usable base colors. **Accent colors** are only restricted to selections that complement or contrast selected base colors. Be creative and have fun!

- Paint Color Tips:
 - Select from historic color palettes which are available from most paint companies
 - Avoid trendy colors
 - Use only 2-3 colors
 - Use logo colors only on signage, not on entire building

Permit Procedure

See section 245-27 of the Code of the Village of Waterford.

Revision History

Revision 0

- May 21, 2012
 - Initial publication